Plants to counter propaganda from neighbourhing countries

346. SHRIMATI MOHSINA KIDWAI:
SHRI MAHENDRA MOHAN:
DR. JANARDHAN WAGHMARE :
Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Central Government has recently worked out plans to counter the propaganda from neighboring countries in the border areas of North East and Jammu and Kashmir;

(b) if so, the details thereof;

(c) whether the range of transmitters already setup in the border areas would be enhanced to counter the propaganda; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA) : (a) and (b) Yes, Sir. With the view to counter subversive and malicious anti-India propaganda by the neighbouring countries, there are several programmes mounted both in All India Radio and Doordarshan.

(c) and (d) Strengthening of the coverage of All India Radio and DD networks is an ongoing process. Proposals for setting up of new High Power/Low Power AIR/DD transmitters, FM transmitters, in the border areas are considered and approved by the Government as per the requirement from time to time. Jammu and Kashmir Special Package Phase-II and North East Special Package Phase-II have been approved in September 2007 and May 2006 respectively for expansion of Doordarshan and All India Radio services.

Multi channel AIR and TV coverage through Doordarshanus free-to-air DTH service "DD Direct Plus" has been provided in the entire country. It is possible to receive DTH signals anywhere in the country, including NE States and J & K, with the help of small sized dish receive units.

Revenue collected from DTH operators

347. SHRI M.V. MYSURA REDDY:
SHRI PENUMALLI MADHU:
Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is getting any regular revenue from the DTH operators;

(b) if so, the amount of revenue received by Government during the last three years; and

(c) whether this revenue includes hardware cost and carriage fee collected from various TV channels?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHAUDHURY MOHAN JATUA) : (a) Yes, Sir.

(b) The revenue received from the DTH operators during the financial years 2006-07, 2007-08 and 2008-09 is Rs.23,23,25,641/-; Rs.34,56,31,258/-; and Rs.89,38,11,734 respectively.

(c) As per the definition of Gross Revenue provided in the guidelines for DTH Service, revenue earned from the sale of hardware such as Set Top Box and by way of charging carriage fee is required to be included for the purpose of calculation of annual license fee. The Telecom Disputes Settlement and Appellate Tribunal (TDSAT) in its order and judgement dated 26.8.2008 and further order dated 4.11.2009 has held that hardware such as Set Top Box are part of licensed activity and would be counted towards gross revenue for the purpose of license fee. However TDSAT has applied the principle of Adjusted Gross Revenue (AGR) for determination of annual license fee. No specific directions have been given on carriage fee. The Government has filed a civil appeal No. 3549 / 2009 in the Supreme Court of India against the aforesaid order in so far as it applies the principle of AGR to DTH services.

Monitoring of television contents

†348.SHRI RAJ MOHINDER SINGH MAJITHA:

SHRI RAVI SHANKAR PRASAD:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that there is a need of establishing a monitoring system for telecast of television content;

(b) if so, the Governmentus reaction thereto;

(c) whether it is also a fact that the people are being misled by the telecast of useless information in the form of advertisements; and

(d) if so, the Governmentus reaction thereto and whether it is also a fact that the consumer interests are exploited due to the usage of maximum time for advertisement in serials?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA) : (a) and (b) Yes, Sir. The Government has set up an Electronic Media Monitoring Centre (EMMC) with a view to monitoring the content being aired on TV channels.

(c) and (d) Some instances of misleading advertisements have been brought to the notice of the Government. All advertisements of satellite TV channels transmitted or retransmitted through cable service are required to adhere to the provisions of Advertising Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed threreunder. With a view to look into the violation of the Advertising Code, the Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act. The Committee either *suo-motu* or on receipt of complaint, examines cases of violation of the Codes. If any violation is noted by the Committee, action is taken against the TV channel as per rules.

† Orignial notice of the question was received in Hindi.